

# TELECASTING

A JOURNAL OF BROADCASTING MANAGEMENT

406 14 50

Radio Station WCPO  
AFFILIATED WITH  
The Cincinnati Post

9900 CAREW TOWER  
CINCINNATI 2, OHIO

July 24, 1950

THE WCPO STATIONS  
WCPO  
WCPO-TV  
WCPO-FM

Mr. C. J. Witting  
DuMont Television Network  
515 Madison Avenue  
New York, New York

Dear Chris:

May I congratulate you on the quality of the  
teletranscription of the "Cavalcade of Stars" program  
which we telecast Sunday night July 16. It was the best  
recording I have ever seen. It was as good as a live  
network feed.

Cordially,

M. C. Watters  
Vice President  
General Manager

DU MONT—the first television network—continues to pioneer. New Teletranscription\*  
techniques developed in the Du Mont laboratories give better grays, sharper  
images, minimum flare, higher fidelity sound . . . and produce unsolicited letters like the  
above. One more reason why smart sponsors know—

**Dollars get more  
dialers on Du Mont**

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\*Teletranscription—sometimes called "kinescope recording"—a Du Mont Trade Mark.